BEFORE

AFTER

a NEW home at the OLD address

HONESTY ★ DEPENDABILITY ★ MASTER CRAFTSMEN

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MAHONEY TILE CO., 1283 S. Cochran, Los Angeles ..... YOrk 6289

We're with You, Mr. President

ON JANUARY 25th, PRESIDENT EISENHOWER DELIVERED HIS SPECIAL MESSAGE ON HOUSING TO CONGRESS . . .

"I submit herewith measures designed to promote the efforts of our people to acquire good homes . . . Every American family should be assisted to acquire a new home, or to bring their present home up to 1954 living standards . . . 19,000,000 homes are more than 30 years old . . . Millions of our people live in older homes in which they have invested their savings . . . Our people and our economy will greatly benefit if these homes can be kept in good repair and are brought up to modern standards of comfort and convenience" . . .

THE REMODELING CONTRACTORS ASSOCIATION is in full agreement with you, Mr. President.

THROUGH OUR CODE OF ETHICS OF HONESTY, RELIABILITY AND SKILLED WORKMANSHIP, WE SHALL ENDEAVOR TO PROMOTE AND ASSIST THE IDEAL OF BETTER HOMES FOR AMERICAN FAMILIES

HONESTY • DEPENDABILITY • MASTER CRAFTSMEN
MEMBER
REMODELING CONTRACTORS ASSOCIATION

IF . . . GRANDPA COULD ONLY SEE IT NOW!

Remodeling the exterior usually calls for removal of dated ornate trim, simplification of lines and attempts to give the building a lower appearance.

There is much to be said in favor of buying an older home. For one thing . . . the buyer will usually get more space for his dollar. Often, too, the house will have many construction features, like quality woods and architectural extras that would be costly to duplicate today.

Usually the old house is in an established neighborhood whose character is known. Schools, Churches, Shopping facilities and Transportation are at hand. The lot is landscaped and extras like the garage and driveway are already present.

Many families have bought old homes and modernized them to find the end result more house for the money.

Remodeling adds resale value to property.

Remodeling enhances comfort and pride of ownership.

Remodeling is an investment, not an expense.

Remodeling can be financed on generous terms.

Remodeling needs the technical talent of a specialist.

WITH SKILL AND IMAGINATION, an ugly-duckling house can be transformed into the most attractive and talked about house in the neighborhood!!

Any home, regardless of its age or outward appearance, can be made better looking.

Windows are an index to age. Startling improvements have been made on older homes by knocking out old style tall, narrow windows and replacing them with smooth functioning up to date sash, or with picture windows.

Sometimes simply a coat of paint can make an amazing difference.

Many modernizing miracles have been achieved with new siding on older homes. The traditional sidings of yesteryear —stucco, stone, brick, wood—are still in demand but have been augmented by a whole series of new types.

Removal of an old porch may cure a cluttered appearance; enlarging an undersized entranceway may help.

A tall house can be brought closer to the ground in appearance by a breezeway, connected garage, or a well placed new porch or proper landscaping. Architectural details, siding lines, color and textures, windows, landscaping—these are the elements that, properly handled, can make a thing of beauty of an older home . . .

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REMODELING CONTRACTORS ASSOCIATION HDQRS. • PHONE CR. 4-2950

OLD PARLOR SAID MERELY *"Hello"*

NO HOUSE IS HOPELESS

Ceiling was high and out of proportion.

Windows were large and unbalanced.

Two rooms were merged into one by removal of a wall.
Ceilings were lowered and replastered.

Windows can make a world of difference in the atmosphere they create . . . a great change has occurred in recent years in window design.

A planting box between the living room and entry has a triple function of improving privacy, cutting drafts from an open door, and adding decorative appeal.

TRANSFORMED—IT SAYS *"Glad to see you"*

Quite a number of the improvements involve little expenditure of money . . . Others will stimulate your REMODELING CONTRACTORS ASSN. Builder to fit the requirements of a specific job.

BERNARD WIDOM

INTERIORS

Residential TExas 0-6147
Commercial VErmont 9-2133

BERNARD WIDOM wishes to thank the following firms for their cooperation—

ADAMO CARPET MFG. CO. — ANTONS CUSTOM UPHOLSTERY — ORIENTAL RUG CUSHION — HY WIDOM FLOOR COVERINGS — S. HARRIS & CO. — RICHARD'S SHOWROOM — ALBERT VAN LUIT — HERMAN SCHLORMAN — LEE WOODARD & SONS

Tropical Fish

★ **Largest Variety of Tropical Fish and Aquarium Supplies in the Country.**

★ **We carry a full line of Stainless Steel, Copper and Brass Aquariums, Picture Frame Aquariums, etc.**

Custom Work a Specialty

★ **We also maintain a department for servicing your aquarium at your home or office. The cost is surprisingly low.**

AQUARIUM STOCK CO., INC.

8070 Beverly Boulevard
Los Angeles 48, California
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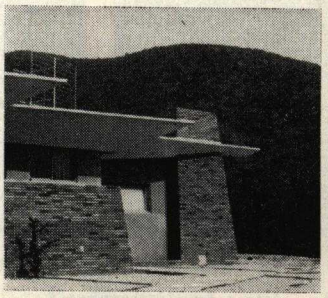
27 Murray Street
New York 7, N. Y.

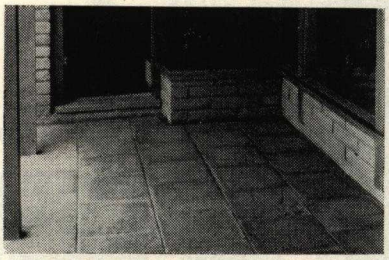
IDEAS for you...

. . . in decorative concrete

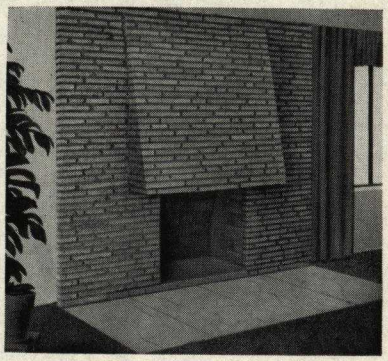


ROMANCRETE—Modern yet appealing—unusual shades.

SLUMPSTONE—hollow block or veneer, in all sizes, colors—many different patterns possible.



TERRACE STONE—suggestive of travertine—can be waxed—easily cleaned—an unusual paving for half the cost of stone.



FLAGCRETE—very distinctive, natural appearance—seven colors.

SLUMPSTONE, FLAGCRETE, or ROMANCRETE can be used for fireplaces, planters, walls, barbecues—anything in masonry—AT HALF THE COST OF STONE. Use TERRACE STONE for walks, patios, entries. See your masonry supply dealer for more information . . . GENERAL CONCRETE also offers any and every size of Standard blocks in concrete or cinder.

GENERAL CONCRETE PRODUCTS, INC.
15025 OXNARD STREET · VAN NUYS, CALIFORNIA
STate 5-1126 STanley 7-3289

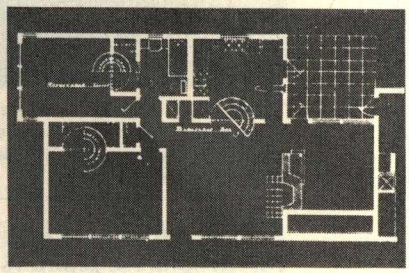
Revolvodor Wardrobes and Revolvobars

Corinne Calvet using a REVOLVODOR

Have you ever wished you had a closet big enough to hold your whole wardrobe, with a place for everything and everything in its place?

In addition, a full length adjustable *mirror!* So useful when REVOLVODOR is rotated into a dressingroom space.

Many floor plan arrangements possible for extra space and access to adjoining room.



THE GARAWAY CORPORATION

Distributors

8441 Melrose Avenue · Phone WEbster 3-5535 · Los Angeles 46, California

This is the room (above) added on to the 60-year old home (upper left) which is the Remodeled Home Exhibit at the Home Show. See and operate the Steelbilt sliding glass doorwall. Notice the quiet, easy sliding action.

enjoy indoor-outdoor living with this new low-cost remodeling plan

A famous Steelbilt sliding glass doorwall is the magic touch that will modernize your home. Steelbilt's new "Challenge" doorwalls were designed and engineered for low budget remodeling.

An unusually low price includes glazing, guaranteed complete installation and necessary structural changes. The low budget plan is made possible through cooperation of the Remodeling Contractors Association.

You can be sure it's the best sliding glass doorwall because it's Steelbilt. And you can count on honest, dependable installation and remodeling work from members of the Remodeling Contractors Association.

For complete information on Steelbilt's sliding glass doorwalls and the new, low-budget remodeling plan, fill out and mail the coupon below. There is no obligation.

STEELBILT

Steelbilt, Inc.
18001 S. Figueroa
Gardena, California

extended service phone: dial PLymouth 5-1143

General contractor members of the Remodeling Contractors Association participating in Steelbilt's low-budget Modernization plan

HONESTY • DEPENDABILITY • MASTER CRAFTSMEN
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Arrow Construction
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Woods Construction Co.

Gentlemen: I would like literature and complete information about Steelbilt sliding glass doorwalls and the new low-budget remodeling plan.

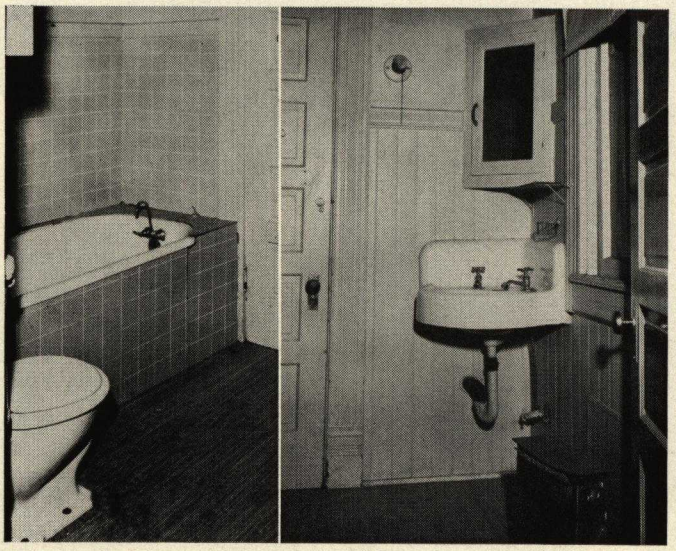
Name _____

Address _____ Phone _____

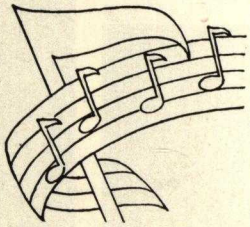
City _____ Zone _____

I plan to remodel my home ☐

I plan to build a new home ☐



OLD BATHROOM DREW SOUR NOTES . . . COLOR AND CONVENIENCE MAKE ONE WANT TO SING



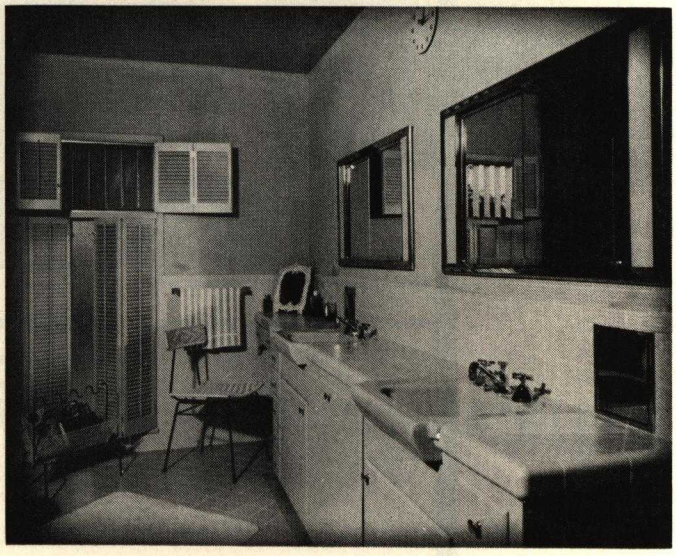
The modern bath accommodates twin wash bowls and a combination dressing table.

Window shutters do away with the need for curtains.

Ceramic tile floors and walls add color and harmony in beautiful patterns.

Auxiliary heaters are becoming standard bathroom equipment.

Tub enclosures, formerly considered for top luxury housing, now appear in all homes.



Modern Living has brought more changes to bathrooms than to any other part of the house.

Today's bathroom can be just about the most beautiful room you have . . . a bright pleasant place to start your day . . . a room you'll be proud to show your guests.

COLORFUL · VERSATILE · ENDURING

Hermosa Clay Tile is the answer to permanently beautiful kitchens and bathrooms. Equally at home in commercial and industrial structures, hospitals, schools or store-fronts, this functional material fits contemporary or provincial concepts. Its wide range of colors, sizes, and decorative themes afford design freedom.

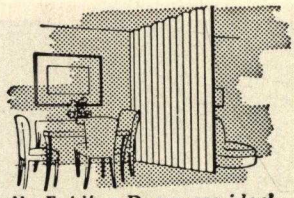
High-fired from the finest ceramic materials, Hermosa Tile is available in gloss, satin-matte and Dura-Glaze surfaces. Dura-Glaze is impervious to abrasive action, food acids, alcohol and cleaning compounds.

Specify Hermosa Clay Tile and be sure the installation will never fade, discolor or show telltale signs of wear.

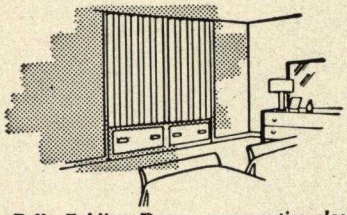
Hermosa CLAY Tile

GLADDING, McBEAN & CO.

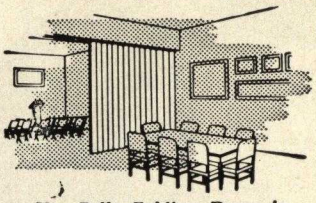
2901 LOS FELIZ BLVD.
LOS ANGELES 39



Pella Folding Doors are ideal between living and dining areas.



Pella Folding Doors across entire closet front permit easy access to entire closet.



Use Pella Folding Doors in churches, clubs and schools.

Remodel with

Pella

WOOD FOLDING DOORS

Decorative—Convenient Economical

No other door gives you -

MORE USABLE WALL AND FLOOR SPACE

With Pella Wood Folding Doors, you can use every bit of floor and wall space right up to the edge of doorways. Instead of swinging out and wasting space, Pella Doors fold compactly against the door jamb. You can make more attractive furniture arrangements — make dull corners into charming, cozy spots!

Get Prices and Helpful Information from ACME HARDWARE Now!

SINCE 1926

150 SO. LA BREA
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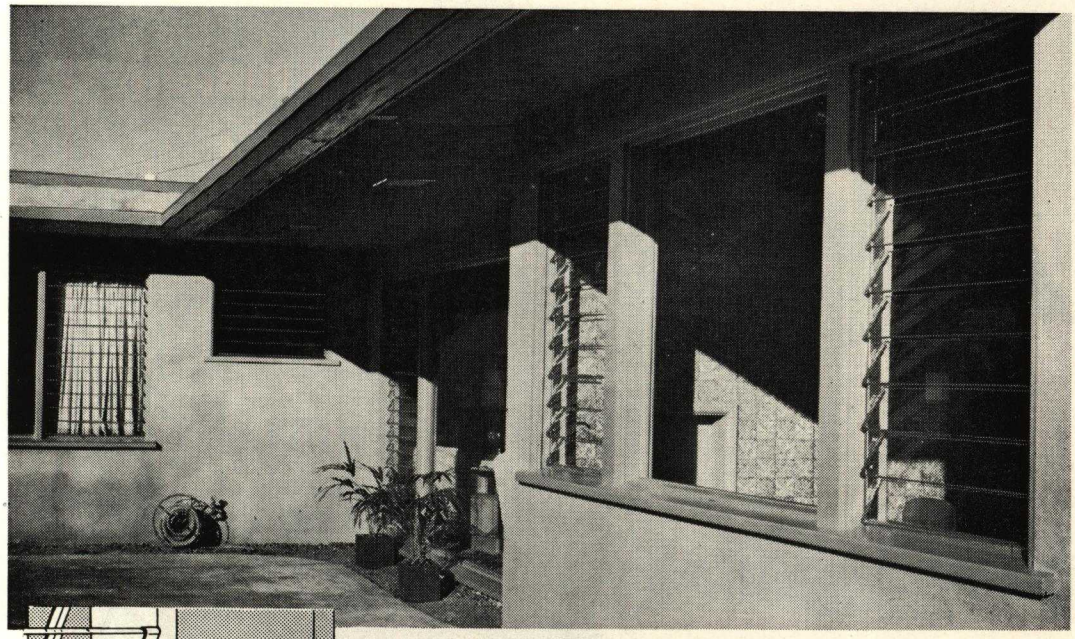
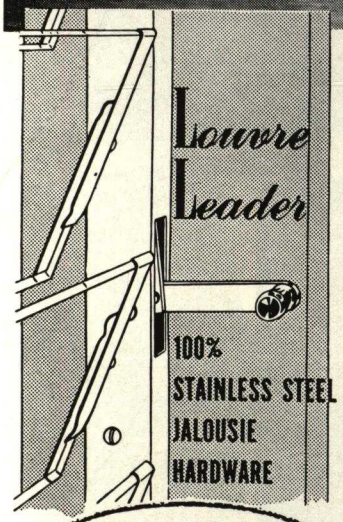
ACME HARDWARE CO., INC.

BUILDERS and CONTRACTORS HARDWARE





the Louvre Leader
100% STAINLESS STEEL
JALOUSIE HARDWARE
the Kiener company
Los Angeles 33, California

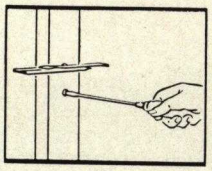
THESE ARE THE WINDOWS THAT ARE SO

Wonderful TO LIVE WITH!

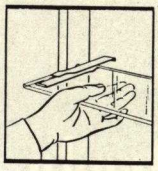
The Louvre Leader Jalousie windows open your home to full ventilation! You can bring all the outside breezes in... regulate the exact amount of ventilation... or close your windows "tension tight". They add new beauty and new comfort! The Louvre Leader Jalousies are made of stainless steel and the glass is available in clear, tinted, or obscure panes. **They can replace any existing wooden window** in a few minutes. No new frame required!

NOT EXPENSIVE! *For Information Call*
the Kiener company · tel: CApitol 2-8146

This is how easy it is to install!



1. Screw on Louvre Leader Hardware to the side of the window frame.



2. Insert glass louvres in spring clip holders.

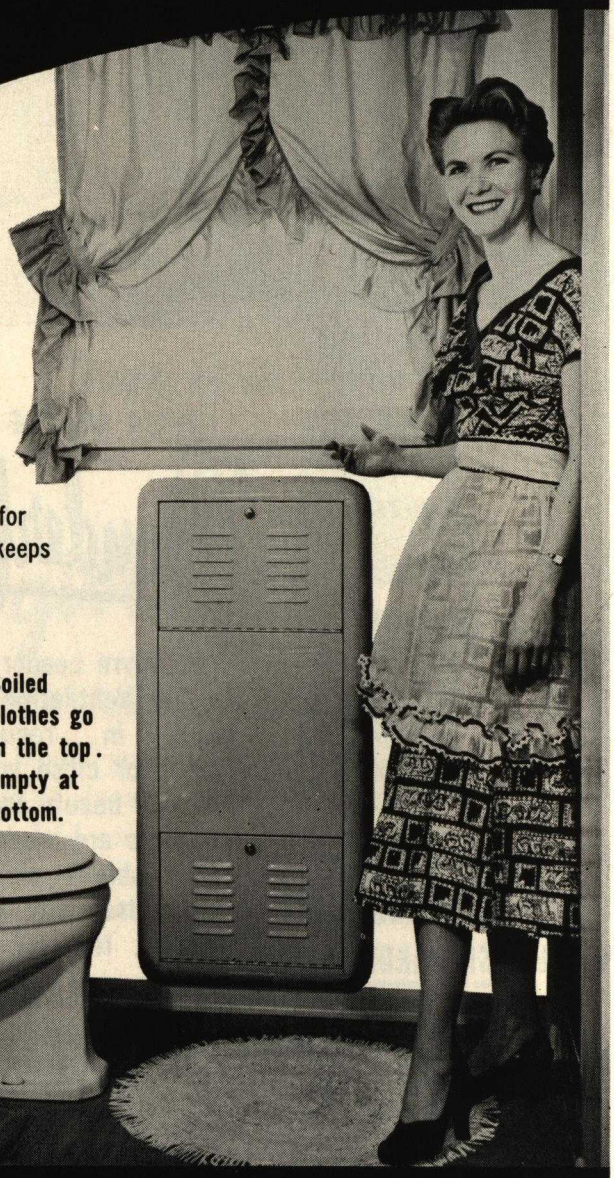
3. Install ¾ inch stop, top and bottom.

YOU CAN DO THE JOB YOURSELF!

Save Space with the Convenient

IN-A-WALL

CLOTHES HAMPER



The IN-A-WALL can be installed where space is limited, eliminating bulky hampers, in the bathroom, hallway, service porch, pantry, kitchen or closet.

The IN-A-WALL is installed between studs, no special framing required. Only four nails or screws needed to fasten in place. Holds up to 18 lbs. of clothes, or 2 automatic washing machine loads. Made of heavy gauge metal with grey primer finish—for you to apply desired color. Self ventilated—keeps clothes from getting musty. May be installed at any desired height from floor.

The most needed household item to be developed in years!

Soiled clothes go in the top. empty at bottom.

Wyco Metal Products

6918 BECK AVENUE
NO. HOLLYWOOD, CALIFORNIA
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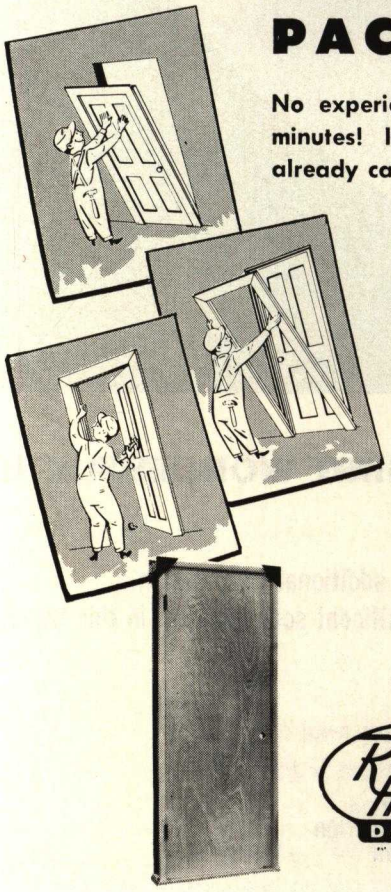
when you REMODEL save TIME MONEY LABOR

with READY HUNG

PACKAGED DOOR UNITS



No experience required to install these doors — in less than 15 minutes! It's simple because patented READY HUNG DOORS are already cased and hung. Just follow picture instructions on the unit.

Look at these advantages!

- READY HUNG DOORS are mill-made, precision built. They always fit right, make any job look better. Come ready to paint.
- READY HUNG DOORS can be installed by ANYONE. No need for specialized finish carpenter. You save on high priced labor.
- READY HUNG DOORS are made to install in any rough wall opening. No special preparation required.
- READY HUNG DOORS are available in many styles and sizes. They come complete—there's nothing else to buy.

See your local lumber dealer—or call

Ready Hung DOORS

Ready Hung DOOR MANUFACTURING CO.
OF SOUTHERN CALIFORNIA

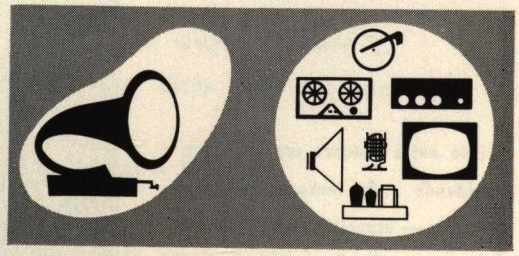
200 So. Victory Blvd., Burbank, Calif.

SOMETHING WONDERFUL HAS HA

These outstanding California manufacturers can give you additional information about the matched components used in creating the magnificent sound system in this home.

AM-FM RADIO TUNER
PRE-AMPLIFIER — THE SARGENT-RAYMENT COMPANY
CONCERTONE TAPE RECORDER — BERLANT ASSOCIATES
FLEETWOOD REMOTE CONTROL
TELEVISION SET — CONRAC, INC.
GARRARD RECORD CHANGER — GARRARD SALES CORPORATION
MICROPHONE — AMERICAN MICROPHONE COMPANY
SPEAKERS — STEPHENS MANUFACTURING CORPORATION
WILLIAMSON AMPLIFIER KIT — TRIAD TRANSFORMER CORPORATION

PENED TO MUSIC IN THE HOME



You have just experienced a musical adventure known as high fidelity.
This is made possible by the fine, individual, high fidelity components,
perfectly matched for the creative adventure of your lifetime.
It is true . . . California living and high fidelity music are made for each other.

THIS TYPE OF INSTALLATION NEED NOT COST ANY MORE THAN OLD-FASHIONED PACKAGE UNITS.

IN THIS KITCHEN IT WAS *Work* . . . NOW LAYOUT AND CONVENIENCE MAKE IT A *Pleasure*

Modern Planning has re-made this kitchen a very pleasant place for work and eating . . .

You can do wonders by rearranging the fixtures and appliances, providing more countertop space . . . sometimes it is convenient to tear out the old fashioned pantry for a laundry.

You may want to make room for modern built-ins—stove, oven, dishwasher, and other latest equipment . . .

Little extra touches can reap big dividends . . . An inexpensive water fountain — especially for children who are too small to reach a glass —will end for all time the nerve clattering clamor of the little thirsty ones.

your own DREAM KITCHEN

But why go on dreaming? Rejoice in reality now . . . in the excitingly new, colorfully inviting home workshop that makes a delight of former drudgery! Whether your dreams involve a whole new home or ultra-modernizing your present kitchen.

Tailored Kitchens—Designed to fit your purse. These Modern Kitchens are offered in natural woods Birch, Knotty Pine with exclusive special Life Long Finishes to withstand years of service; also attractive Decorator Colors and Harmonious Combinations.

Customized planning has every Advantage

1. You design the kitchen you want . . . the way you want it.
2. You are the one who determines how little your kitchen will cost.
3. You are the one who is satisfied . . . for a lifetime!

HOLLYMAID KITCHENS

Manufacturers of Quality Kitchen Cabinets

1238 EAST OLYMPIC BOULEVARD • TRinity 2939 • LOS ANGELES 21, CALIFORNIA

THERMADOR BILT-IN ELECTRIC RANGE

. . . gives you the kitchen of tomorrow today! Flexibility of design: place units for separate step-saving cooking and serving areas; oven fits into standard cabinets at waist level to save bending; Bilt-ins add storage space; warming drawer keeps meals and dishes warm; easy-to-clean stainless steel blends beautifully with any building material.

"Seven Leagues Ahead"

THERMADOR ELECTRICAL MANUFACTURING COMPANY

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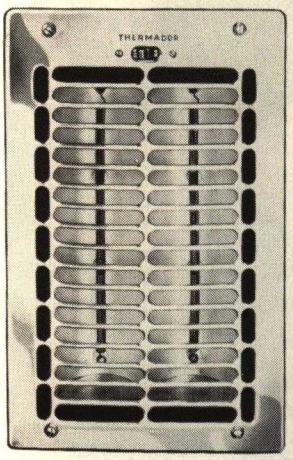

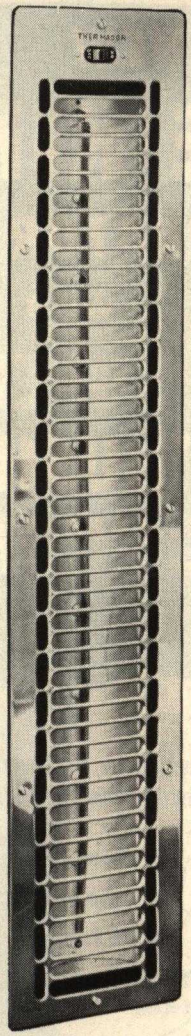

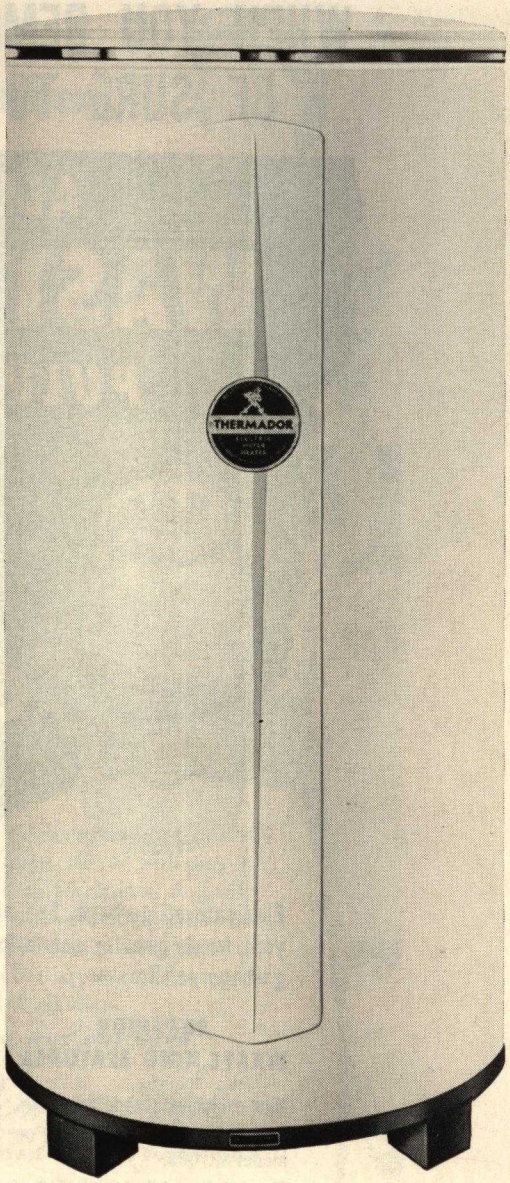

THERMADOR WALL-TYPE BATHROOM HEATERS

. . . available in two styles, the long "head-to-heels" model (LR) and the short "space saver" (RB). They have immediate appeal: instant heat, handsome stainless steel safety grills; convenient switches at the top; lifetime dependability.

THERMADOR ELECTRIC WATER HEATER

. . . new electric water heaters in round or table-top styles. Storage-type heaters with quick, direct-heat units in sizes to meet your needs in any size dwelling. Cleaner, safer—and trouble free!

"Seven Leagues Ahead"

THERMADOR ELECTRICAL MANUFACTURING COMPANY

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WHEN YOU REMODEL YOUR HOME BE SURE TO SPECIFY THE

ALL NEW WASTE KING® *PULVERATOR* WITH SUPER "HUSH-CUSHIONS!"

Eliminate all garbage. End attraction for flies, vermin. Give your family greater sanitation by eliminating disease laden garbage pail forever.

SUPERIOR WASTE KING FEATURES

New exclusive shredding action.

New built-in dishwasher inlet on Model SH7000.

Plus Lifetime Grind Control. Preferred Continuous Feed operation!

OVER 500,000 IN DAILY USE

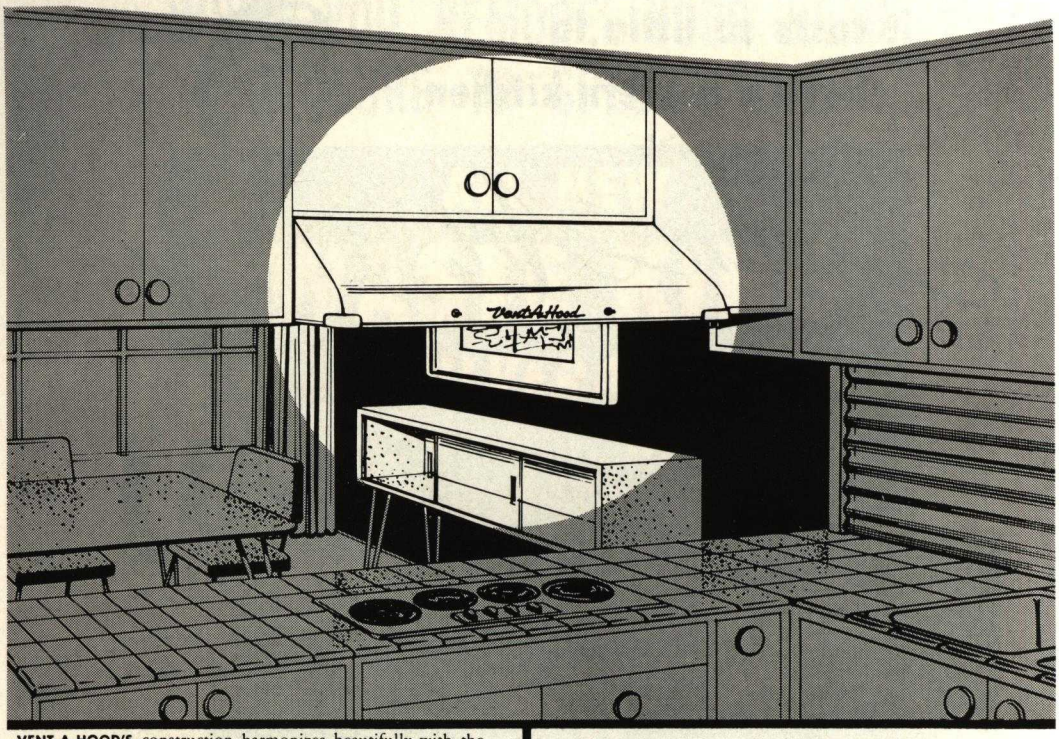
Waste King® PULVERATOR

AMERICA'S FINEST GARBAGE DISPOSER

A Product by GIVEN MFG. CO., Los Angeles, California

See *WASTE KING* Demonstration at the Home Show—Booth 91

A PRODUCT OF
WILSON & HOPPE PLASTICS, INC.
WHITTIER, CALIFORNIA



VENT-A-HOOD'S construction harmonizes beautifully with the contemporary built-in cooking-bar designs—so popular today.

VENT-A-HOOD'S versatile design and construction is ideal for corner installations. Available in coppertone, so well suited for farm house architecture.

VENT-A-HOOD model "AL" specifically engineered for kitchens with interrupted overhead cabinet design, and for range locations on bare walls. Adds functional beauty to cooking area.

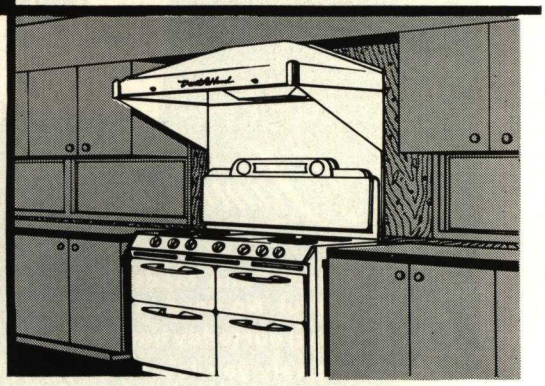
VENT-A-HOOD is Versatile!

- **Positive Kitchen Cooking Ventilation**
- **Kitchen Design Harmony**

Only VENT-A-HOOD gives you both! Day to day cooking gives off three to five pounds of grease vapor within a year.

VENT-A-HOOD extracts this foreign matter from the air at its source... liquefies and deposits it in a hidden, easy-to-clean receptacle ... keeps the atmosphere in your home clean, fresh, healthful... protects your walls and furnishings from greasy cooking vapors that conceal the beauty of your home.

VENT-A-HOOD kitchen design harmony... available in coppertone and colors... styled to fit any kitchen — complement any decor.



Now in more than 325,000 homes!

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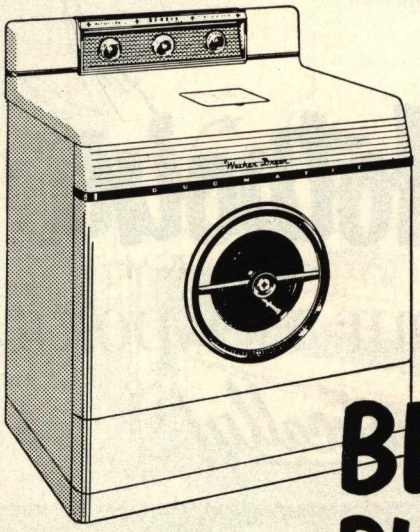
A home worth owning... is worth protecting!

HOTPOINT Automatic Dishwasher

Washes dishes better than you can, and in hotter water!

Sooner or later, chances are, your family will invest in a dishwasher. Because a Hotpoint not only *frees you* of daily dishwashing—it washes dishes *better*. Everything—china, glass, silver, kitchen pans—double washed, double rinsed, and germ-free-dried electrically. Visit us and see!

The ONLY Dishwasher That Washes Everything TWICE



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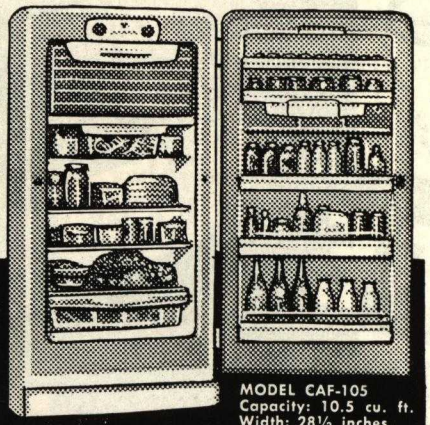
BENDIX DUOMATIC

washer-dryer all-in-one

NOW SEE THE ALL-NEW

CROSLEY *Super* SHELVADOR



MODEL CAF-105
Capacity: 10.5 cu. ft.
Width: 28½ inches

WORLD'S LEADING AUTOMATIC DEFROSTING REFRIGERATOR

PROVED IN MORE HOMES THAN ANY OTHER!

Plus!

Exclusive DEEP DOOR DESIGN, plus Two Roll-Out Shelves, Roll-Out Crisper, and Meat Drawer

PUT SO MUCH MORE FOOD AT YOUR FINGER TIPS!

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- Butter & Cheese Safe
- "Across-the-Top" Freezer holds 50 lbs.
- "Cool-Glo" Color Styling

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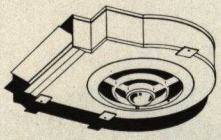

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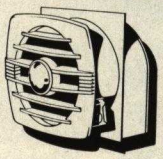
DELUXE ELECTRIC EXHAUST VENTILATOR
For kitchen, bath, gameroom, laundry.
No finer ventilator made.



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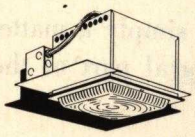
AUTOMATIC SIDEWALL EXHAUST FANS
Economical to own — economical to install.



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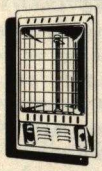
The most attractive recessed lighting fixtures made.
For every room in the home.



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INFRA-RED RECESSED WALL HEATERS
Saves on your electric bill — provides cleaner, safer, more healthful heat.

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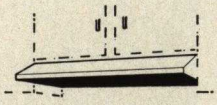
BY RITTENHOUSE
New multiple chime system for better signaling service in any home.



PRYNE VENTILATOR
FAN-LIGHT-HOOD COMBINATION
It's a Blo-Fan . . .
It's a Pry-Lite . . .
It's a New Idea —
IT TILTS FOR EASY CLEANING

DREARY BACK PORCH BECOMES FRIENDLY FAMILY ROOM

ADD-A-ROOM

The answer to many a family's problem of too little space has been found in the addition of a new room or wing . . .

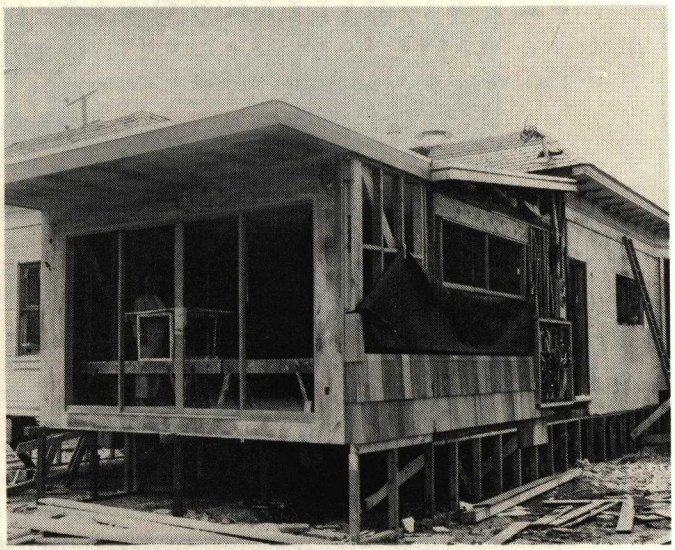
Often it's simply a matter of enclosing a porch, carport or breezeway and making it an integral part of the home . . . but even if your home has no such existing structure to give you a start, you will find that adding a room or even a complete wing is probably far less expensive than trading in your home on another, and the finished product will likely be tailored more to your other needs.

NEW HOME FOR OLD

When Remodel House was first built it answered the demands of a family that wanted sturdy, long-lasting construction. Good framing and walls and ceilings of genuine plaster combined to create a vermin resistant structural strength that has withstood more than a half century of hard usage.

Remodel House, 1954, PROVES that no task of reconstruction and redesign can be too difficult of achievement. The incorporation of Middle-Twentieth-Century electrical conveniences has made it the equal of any modern home. The continuing use of genuine plaster which was applied to an aging exterior and on interior walls and ceilings for acoustical and hardwall effects will extend its use for another lifetime.

Good workmanship, good design and good materials have no adequate substitute—a fact evidenced by the dramatic presentation of modern comfort on an ancient frame!



It's always fair weather

WITH

Chrysler Airtemp

REVOLUTIONARY WATERLESS YEAR-'ROUND AIR CONDITIONING

...Exciting "Star Feature" of the "Gay 1890" House—Now on Exhibition!

It's amazing... what you can do to modernize an old house... even one 60 years old or more! It's amazing, too, how much comfort you now can enjoy *in your present home*... with CHRYSLER AIRTEMP YEAR-'ROUND AIR-CONDITIONING!

A perfect example of how easy and economical it is for you to enjoy cool-pleasure in summer, warmth in winter... is the "GAY 1890" House now on view at the Remodeling Home Exhibition... *Air-Conditioned by Airtemp... of Course!*

Chrysler Airtemp

ComfortZone

Installed By

MODERN HEATING CO. OF LOS ANGELES

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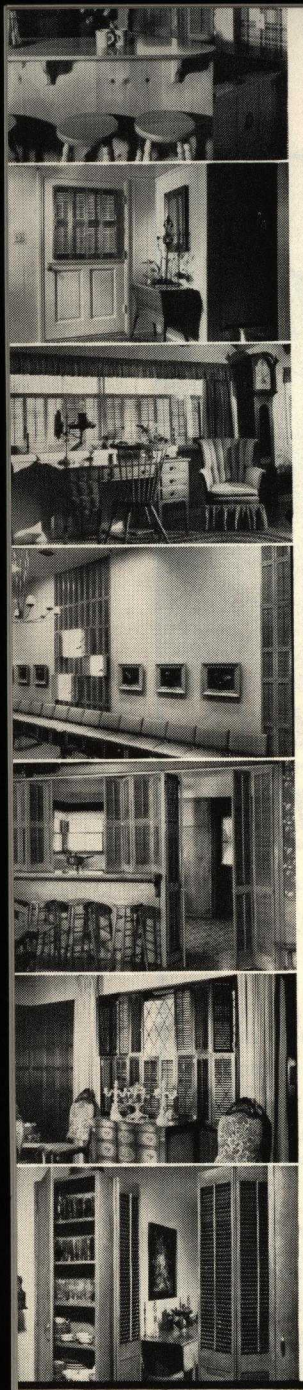
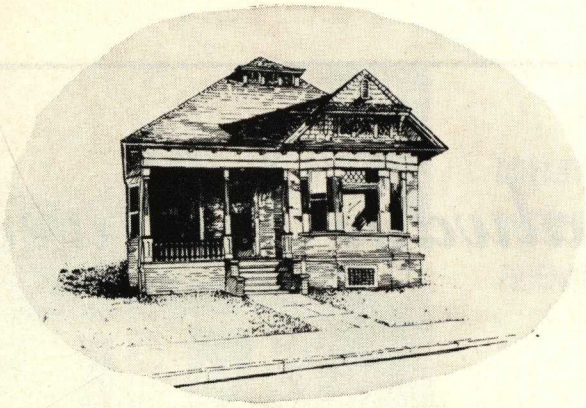


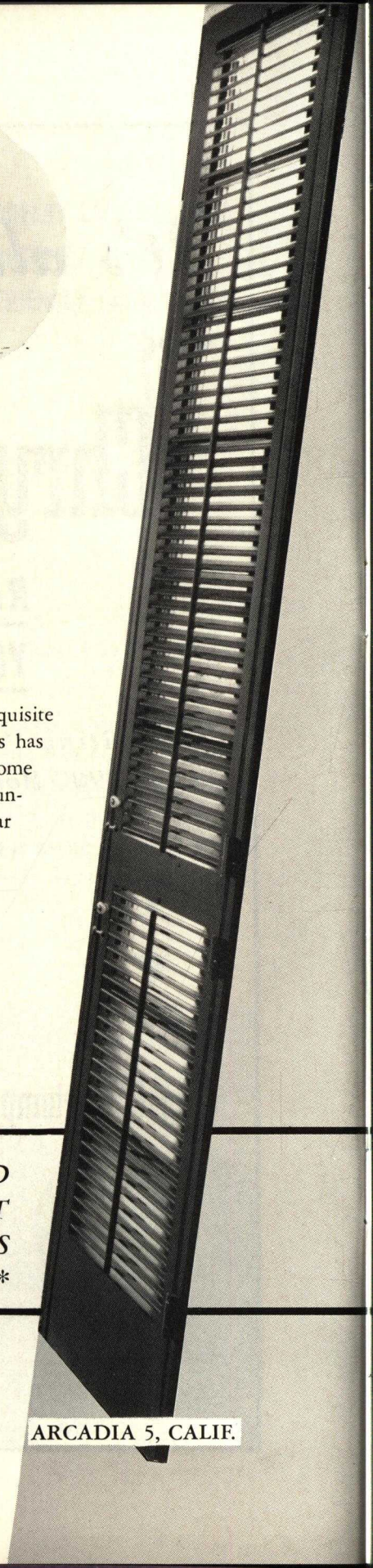


Remodeling starts with interior adjustable shutters

Today's widespread use of these finely made, exquisite replicas of early-day interior wooden shutters has now become the decorative basis for most home remodeling. Used for windows, they can cover unsightly casements, divide a room, swing as bar doors, provide a mood, perform a hundred uses in a multitude of wonderful stains or colorful finishes. Start with shutters—the rest is easy!

NOW, FINE, DECORATIVE QUALITY SHUTTERS – AT REASONABLE PRICES

No need to pay exorbitant prices for highest quality, interior shutters. We have become one of the largest interior adjustable shutter manufacturers in America because of our ability to produce shutters "made like fine furniture" yet at reasonable prices. Free estimates.



CHOSEN!

*FOR THE QUAINT, OLD REMODELED HOUSE AT THE 9TH ANNUAL LOS ANGELES HOME SHOW**

*ALSO – SEE US AT BOOTH 90
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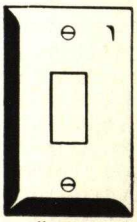
The Touch of Luxury for your home . . .



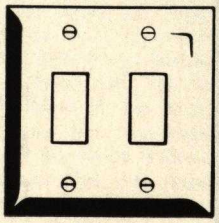
#1400A

When you build or modernize you will want

TOUCH-PLATE

"Path of Light"

Switching



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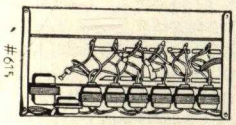

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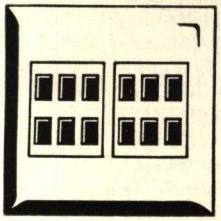
Factory pre-wired units make installation simple

Low Voltage wiring is easy to install in those "hard-to-get-to" switch locations

Safe - - Convenient - - Economical



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Light at the *touch* of a finger. The pilot-lighted master panel (a Touch Plate exclusive) gives *remote control* of lights, heat, and music from your bedside. Even start the coffee percolating before you get up.

TOUCH-PLATE MFG. CORP.

BOX 1970 :: LONG BEACH, CALIFORNIA

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YOU SAW
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